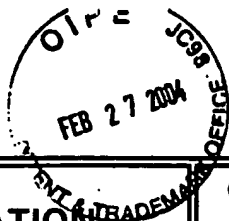| INFORMATION DISCLOSURE CITATION PTO-1449	CUSTOMER NUMBER 26615	ATTORNEY'S DKT No. 0026-0057	APPLICATION No. Unassigned
		APPLICANT(S) Jeremy BEM et al.	
		FILING DATE November 14, 2003	GROUP ~~Unassigned~~ 2165

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EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
JV	6,006,222	12/21/1999	Culliss	707	5	
JV	6,014,665	01/11/2000	Culliss	707	5	
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EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation Yes	No

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

JV	Justin Boyan et al.; "A Machine Learning Architecture for Optimizing Web Search Engines"; Carnegie Mellon University; May 10, 1996; pages 1-8.
JV	"Click Popularity – DirectHit Technology Overview"; http://www.searchengines.com/directhit.html; November 10, 2003 (print date); 2 pages.

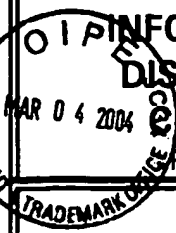| EXAMINER /Jacques Veillard/	DATE CONSIDERED 06/19/2006

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).

INFORMATION DISCLOSURE CITATION PTO-1449	CUSTOMER NUMBER 26615	ATTORNEY'S DKT No. 0026-0057	APPLICATION No. 10/706,991
		APPLICANT(S) Jeremy BEM et al.	
		FILING DATE November 14, 2003	GROUP ~~2174~~ 2165

U.S. PATENT DOCUMENTS

EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE

FOREIGN PATENT DOCUMENTS

EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation Yes	No

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

JV	Copy of co-pending U.S. Patent Application No. 10/712,263; Jeremy Bem et al.; "Targeting Advertisements Based on Predicted Relevance of the Advertisements"; filed November 14, 2003, 40 pages.
JV	Copy of co-pending U.S. Patent Application No. 10/734,584; Jeremy Bem et al.; "Large Scale Machine Learning Systems and Methods"; filed December 15, 2003, 35 pages.

EXAMINER /Jacques Veillard/	DATE CONSIDERED 06/19/2006

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).

O I P INFORMATION DISCLOSURE CITATION PTO-1449	CUSTOMER NUMBER 26615	ATTORNEY'S DKT NO. 0026-0057	APPLICATION NO. 10/706,991
		APPLICANT(S) Jeremy BEM et al.	
		FILING DATE November 14, 2003	GROUP 2474 2165

U.S. PATENT DOCUMENTS

EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE

FOREIGN PATENT DOCUMENTS

EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation Yes	Translation No

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JV	J.H. Friedman, T. Hastie, and R. Tibshirani; "Additive Logistic Regression: a Statistical View of Boosting"; Dept. of Statistics, Stanford University Technical Report; August 20, 1998.
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JV	F. Crestani, M. Lalmas, C. Van Rijsbergen and I. Campbell; ""Is This Document Relevant?...Probably": A Survey of Probabilistic Models in Information Retrieval"; ACM Computing Surveys, Vol. 30, No. 4, December 1998.

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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).